MS4 Name: City of Edina

Minimum Control Measure: 1-PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1a-1

\*BMP Title: Distribute Educational Materials

#### \*BMP Description:

The City or its designee will develop and distribute articles and information on the City's Storm Water Pollution Prevention Plan including information on the stormwater issues, non-point source pollution, NPDES regulation and guidance, the annual public meeting, illicit discharges, erosion control, shoreline management, local agency contacts, stormwater website links, composting and pollution prevention and other applicable best management practices. This publication will be distributed through City mailings, workshops, presentations, website postings, and articles in the City newsletter.

The City will work collaboratively with the Nine Mile Creek Watershed District (NMCWD) and Minnehaha Creek Watershed District (MCWD) in distributing educational materials and promoting/supporting outreach programs. Programs may consist of City Newsletters (minimum of two per year), and general conservation information and presentations (NMCWD and MCWD).

**Education Goal**: These programs are designed to educate and inform the public on pertinent water resource management issues and increase the public's participation in water management activities.

<u>Audience</u>: This activity will be directed to all City residents, property owners, and business owners within the urbanized area.

Location(s) in SWPPP of detailed information relating to this BMP:

Index Page 1: BMP ID No. 1a-1 Distribute Educational Materials – Record of Activities Completed. Please note that educational samples may be included in each annual report.

#### \*Measurable Goals:

The City will distribute a minimum of three educational publications via City mailings, workshops, presentations, website postings, or newsletters per calendar year.

#### \*Timeline/Implementation Schedule:

Implementation of this BMP will coincide with BMP summary sheets 1b-1 and 1c-1.

#### **Specific Components and Notes:**

Please note that educational samples may be included in each annual report at the discretion of the City Engineer. Information may be added or modified to the website as necessary.

#### \*Responsible Party for this BMP:

Name: Jennifer Bennerotte

Department: Communications & Marketing Director

Phone: 952-833-9520

E-mail: jbennerotte@ci.edina.mn.us

<sup>\*</sup>Indicates a REQUIRED field. Failure to complete any required field will result in rejection of the application due to incompleteness.

#### **Responsible Person:**

Name: Jennifer Bennerotte

Title: Communications & Marketing Director

Phone: 952-833-9520

E-mail: jbennerotte@ci.edina.mn.us

# BMP ID No. 1a-1 Distribute Educational Materials Record of Activities Completed:

Outlined below is a description of the specific activities that were undertaken by the City over the past year that document the City has met the measurable goals associated with this BMP.

Date	Description	Contact Person (if different than responsible person)
I hereby certify that the above activities were completed.		
Signature of I	Responsible Official Title	Date

MS4 Name: City of Edina

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1b-1

\*BMP Title: Implement an Education Program

#### \*BMP Description:

The City or its designee will develop and distribute educational material and present an overview of the MS4 program and 6 minimum control measures used within the City's SWPPP at each annual public meeting, via City mailings or newsletters, and on the City's storm water web page.

Educational material will include storm water issues, potentially consisting of (but not limited to) non-point source pollution, erosion and sediment control, NPDES regulation and guidance, illicit discharge, storm water pollution prevention goals of the City, local agency contact information, and additional storm water website links.

Location(s) in SWPPP of detailed information relating to this BMP:

Index Page 1: BMP ID No. 1b-1 Implement an Education Program – Record of Activities Completed. Please note that educational samples may be included in each annual report.

#### \*Measurable Goals:

The City will provide stormwater education and outreach programs for residents within the City. This goal will be met if the City develops an educational program in 2007 and implements this program in 2008.

### \*Timeline/Implementation Schedule:

- 1. Coordinate educational efforts with the NMCWD and MCWD to prepare an educational activities schedule and determine the amount of funding needed annually for educational outreach/training, beginning September 1, 2007.
- 2. Implement specific educational activities by January 1, 2008
- 3. Review and revise educational activities schedule and funding, annually from January 1, 2009 2011

#### **Specific Components and Notes:**

The City will review the effectiveness of each activity in determining the following year's educational activities.

#### \*Responsible Party for this BMP:

Name: Jennifer Bennerotte

Department: Communications & Marketing Director

Phone: 952-833-9520

E-mail: jbennerotte@ci.edina.mn.us

<sup>\*</sup>Indicates a REQUIRED field. Failure to complete any required field will result in rejection of the application due to incompleteness.

### **Responsible Person:**

Name: Jennifer Bennerotte

Title: Communications & Marketing Director

Phone: 952-833-9520

E-mail: jbennerotte@ci.edina.mn.us

# BMP ID No. 1b-1 Implement an Education Program Record of Activities Completed:

Outlined below is a description of the specific activities that were undertaken by the City over the past year that document the City has met the measurable goals associated with this BMP.

Date	Do	escription	Contact Person (if different than responsible person)
I hereby certif	fy that the above activities wer	e completed.	
Signature of F	Responsible Official	Title	Date

MS4 Name: City of Edina

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1c-1

\*BMP Title: Education Program: Public Education and Outreach Program

#### \*Audience(s) Involved:

All City residents, property owners, and business owners.

#### \*Educational Goals for Each Audience:

The City or its designee will raise awareness to the audiences involved by providing information on stormwater pollution prevention, effects of illicit discharge, best management practices, components of the City SWPPP, and outside entity resources available to City residents and business owners.

#### \*Activities Used to Reach Educational Goals:

- 1. <u>City Website</u>: The City will update its existing storm water webpage with additional water resource related issues. Topics may include, SWPPP information, best management practices, illicit discharge prevention and detection information, information on non-point source pollution, and local contact information for residents to request further information on specific stormwater topics or to report a stormwater related infraction.
- 2. <u>City Newsletter</u>: The City will develop then distribute water resource related articles in the City newsletter. Article topics may include best management practices, illicit discharge information, and non-point source pollution, etc.
- 3. Collaborate with the NMCWD and MCWD: City staff will coordinate with the NMCWD and MCWD to distribute educational materials and promote outreach programs. Please refer to BMP summary sheet 1a-1 for information on specific educational materials and outreach programs.

#### \*Activity Implementation Plan:

- 1. <u>City Website</u>: The City will update its existing storm water webpage with additional water resource related information beginning September 1, 2007.
- 2. <u>City Newsletter</u>: City staff will develop then distribute stormwater related articles in the City newsletter. This goal will be met by distributing a minimum of two stormwater related articles in the City newsletter each year, beginning January 1, 2008.
- 3. <u>Collaborate with the NMCWD and MCWD</u>: City staff will coordinate with the <u>NMCWD and MCWD</u> to distribute educational materials and promote outreach programs. This goal will be met by promoting and advertising a minimum of 2 educational workshops or presentations per year, beginning January 1, 2008. Refer to BMP sheets 1a-1 and 1b-1.

#### \*Performance Measures:

The City or its designee will document the number of attendees at each scheduled activity (public meeting, workshop, presentation, etc.) and requests for printed brochures, as a way to measure the effectiveness of each activity used. The City will then review the effectiveness of each activity used in determining the following year's educational activities.

#### \*Responsible Party for this BMP:

Name: Jennifer Bennerotte

Department: Communications & Marketing Director

Phone: 952-833-9520

E-mail: jbennerotte@ci.edina.mn.us

<sup>\*</sup>Indicates a REQUIRED field. Failure to complete any required field will result in rejection of the application due to incompleteness.

#### **Responsible Person:**

Name: Jennifer Bennerotte

Title: Communications & Marketing Director

Phone: 952-833-9520

E-mail: jbennerotte@ci.edina.mn.us

# BMP ID No. 1c-1 Education Program: Public Education and Outreach Program Record of Activities Completed:

Outlined below is a description of the specific activities that were undertaken by the City over the past year that document the City has met the measurable goals associated with this BMP.

Date	Description	Contact Person (if different than responsible person)
		, ,
I hereby certify that the above activities were completed.		
Signature of I	Responsible Official Title	Date

MS4 Name: City of Edina

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1c-2

\*BMP Title: Education Program: Public Participation

#### \*Audience(s) Involved:

City of Edina residents, property owners, and business owners.

#### \*Educational Goals for Each Audience:

The educational goal of this program is to increase awareness and understanding of water quality issues and the Storm Water Pollution Prevention Program to the audiences involved, and to provide resources to allow the audiences to participate in reducing or preventing stormwater pollution.

#### \*Activities Used to Reach Educational Goals:

- 1. <u>Public Presentations:</u> On stormwater quality issues, workshops and/or hands-on demonstrations of non-point pollution sources, BMPs, and behavior changes audience members can implement to reduce or prevent stormwater pollution. Specific activities will be scheduled by City staff in conjunction with the NMCWD and MCWD. Program information and objectives will vary year to year.
- 2. <u>City Website</u>: The City will update its existing storm water webpage with additional water resource related topics. Topics may include SWPPP information, best management practices, illicit discharge prevention and detection information, information on non-point source pollution, and local contact information for residents to request further information on specific stormwater topics or to report a stormwater related infraction. Public participation will be measured by the number of website hits annually from 2008 to May 31, 2011.
- 3. <u>Outreach Programs:</u> Please refer to BMP summary sheet 1a-1 for information on specific educational materials and outreach programs.

#### \*Activity Implementation Plan:

These activities will continue through the expiration of this permit. May 31, 2011.

#### \*Performance Measures:

The effectiveness of this BMP will be measured by the City monitoring and annually recording the number of participants and volunteer hours. Success of this BMP will be defined by increasing awareness of the program, benefits to local residents, and documenting the annual number of participants.

#### \*Responsible Party for this BMP:

Name: Jennifer Bennerotte

Department: Communications & Marketing Director

Phone: 952-833-9520

E-mail: jbennerotte@ci.edina.mn.us

\*Indicates a REQUIRED field. Failure to complete any required field will result in rejection of the application due to incompleteness.

#### **Responsible Person:**

Name: Jennifer Bennerotte

Title: Communications & Marketing Director

Phone: 952-833-9520

E-mail: <u>jbennerotte@ci.edina.mn.us</u>

# BMP ID No. 1c-2 Education Program: Public Participation Record of Activities Completed:

Outlined below is a description of the specific activities that were undertaken by the City over the past year that document the City has met the measurable goals associated with this BMP.

Date	Description	Contact Person (if different than responsible person)
I hereby certify that the above activities were completed.		
Signature of I	Responsible Official Title	Date

MS4 Name: City of Edina

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1c-3

\*BMP Title: Education Program: Illicit Discharge Detection and Elimination

#### \*Audience(s) Involved:

City of Edina residents, City staff, and the general public.

#### \*Educational Goals for Each Audience:

The City or its designee will increase the public's awareness of the potential sources and negative effects of illicit non-stormwater discharges, as well as alternative uses for unwanted materials by providing information on recycling options, services, and programs within the City, such as drop-off sites for household hazardous waste. The City will also review the current educational activities undertaken by its staff to identify, prevent and correct illicit discharges from daily public works activities and other general City operations.

#### \*Activities Used to Reach Educational Goals:

- 1. <u>Distribute Educational Material</u>: The City will distribute illicit discharge, household hazardous waste, and recycling program literature to residents a minimum of one time annually through City newsletters. The City will also post this information on the City's website.
- 2. <u>Staff Education:</u> The City will also review the current educational activities undertaken by its staff to identify, prevent and correct illicit discharges from daily public works activities and other general City operations. These educational activities may include, but are not limited to, videos, training, and workshops. The City will train staff, implement procedures, and incorporate best management practices in the handling of hazardous materials used by all City staff.

#### \*Activity Implementation Plan:

- 1. <u>Distribute illicit discharge educational material</u>: To the public a minimum of one time annually, and post this information on the City's webpage, starting January 1, 2008 through May 31, 2011.
- 2. <u>Staff Education</u>: Provide educational activities to City staff a minimum of one time annually in 2007 through May 31, 2011

#### \*Performance Measures:

The City will continue to annually review the educational content of printed literature for adequacy and update as necessary. Educational material, presentations, and requests for additional information will be distributed and recorded through the life of this permit, May 31, 2011.

#### \*Responsible Party for this BMP:

Name: Wayne Houle

Department: Public Works Director/City Engineer

Phone: 952-826-0443

E-mail: whoule@ci.edina.mn.us

\*Indicates a REQUIRED field. Failure to complete any required field will result in rejection of the application due to incompleteness.

Responsib	le Person:

Name: Wayne Houle

Title: Public Works Director/City Engineer

Phone: 952-826-0443

E-mail: whoule@ci.edina.mn.us

# BMP ID No. 1c-3 Education Program: Illicit Discharge Detection and Elimination Record of Activities Completed:

Outlined below is a description of the specific activities that were undertaken by the City over the past year that document the City has met the measurable goals associated with this BMP.

Date	Description	Contact Person (if different than responsible person)
I hereby certify that the above activities were completed.		
Signature of I	Responsible Official Title	Date

MS4 Name: City of Edina

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1c-4

\*BMP Title: Education Program: Construction Site Run-off Control

#### \*Audience(s) Involved:

City staff, contractors, and property owners performing work within the City of Edina

#### \*Educational Goals for Each Audience:

- 1. <u>Contractors and Property Owners</u>: Increased awareness of construction site runoff and review of project specific erosion control BMPs and City ordinances.
- 2. <u>City Staff:</u> Introduce new ideas relating to construction site pollution prevention, develop an understanding of the SWPPP, and increase the knowledge of specific NPDES construction permit requirements. Review of erosion control plans and project specific SWPPP for construction projects requiring a City land alteration or building permit.

#### \*Activities Used to Reach Educational Goals:

- 1. <u>Staff Training:</u> Provide training on how to prevent soil erosion on a construction site, proper erosion control and inspection, and review the components of the Storm Water Pollution Prevention Program (SWPPP).
- 2. <u>Plan Review/On-site Pre-Construction Meetings with Contractors and/or Property Owners:</u> City staff will meet with contractors and residents (as deemed necessary) prior to the start of construction projects to discuss implementing project specific BMP's, requirements of the NPDES construction permit/project SWPPP, and City standards for erosion control monitoring, site inspections, and violation enforcement procedures/outcomes.

#### \*Activity Implementation Plan:

- 1. Staff Training: The City will continue to document all staff training through May 31, 2011.
- 2. <u>Plan Review/On-site Pre-Construction Meetings with Contractors and/or Property Owners</u>: The City will continue to undertake the plan review process and conduct pre-construction meetings for projects requiring City approval.

#### \*Performance Measures:

Document the number of educational materials distributed/requested, preconstruction meetings, and presentations/workshops/field training attended by City staff. Pre-construction meetings may be required by City staff as a pre-requisite to the issuance of any City grading or building permits. Success of this BMP will be measured by training all applicable City staff within three years of the individual's hire date and conducting a pre-construction meeting with applicants for a City grading or building permit (as deemed necessary by City staff).

#### \*Responsible Party for this BMP:

Name: Wayne Houle

Department: Public Works Director/City Engineer

Phone: 952-826-0443

E-mail: whoule@ci.edina.mn.us

<sup>\*</sup>Indicates a REQUIRED field. Failure to complete any required field will result in rejection of the application due to incompleteness.

# Responsible Person: Name: Wayne Houle

Title: Public Works Director/City Engineer

Phone: 952-826-0443

E-mail: whoule@ci.edina.mn.us

# BMP ID No. 1c-4 Education Program: Construction Site Runoff Control Record of Activities Completed:

Outlined below is a description of the specific activities that were undertaken by the City over the past year that document the City has met the measurable goals associated with this BMP.

Date	Description	Contact Person (if different than responsible person)
I hereby certify that the above activities were completed.		
Signature of I	Responsible Official Title	Date

MS4 Name: City of Edina

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1c-5

\*BMP Title: Education Program: Post-Construction Stormwater Management in New Development and

Redevelopment

#### \*Audience(s) Involved:

City of Edina residents and business owners.

#### \*Educational Goals for Each Audience:

The City's goal for this BMP includes educating residents and business owners on storm water management within their neighborhood and increasing their understanding of maintenance procedures for existing storm water management systems within the City.

#### \*Activities Used to Reach Educational Goals:

Annual public meeting

Stormwater web page

Printed educational materials

Staff training and presentations

Comprehensive Water Resource Management Plan

#### \*Activity Implementation Plan:

The City will distribute Post-Construction Stormwater Management related educational information to residents annually and post it continuously on the City's stormwater website. The City will also present an overview of the post-construction stormwater management ordinances to the public during the annual public meeting beginning in 2008 and continuing through May 31, 2011..

#### \*Performance Measures:

The City will annually document the number of attendees at the annual public meeting, distributed educational materials, and requests for additional information.

#### \*Responsible Party for this BMP:

Name: Wayne Houle

Department: Public Works Director/City Engineer

Phone: 952-826-0443

E-mail: whoule@ci.edina.mn.us

<sup>\*</sup>Indicates a REQUIRED field. Failure to complete any required field will result in rejection of the application due to incompleteness.

# **Responsible Person:**

Name: Wayne Houle

Title: Public Works Director/City Engineer

Phone: 952-826-0443

E-mail: whoule@ci.edina.mn.us

# BMP ID No. 1c-5 Education Program: Post-Construction Stormwater Management in New Development and Redevelopment Record of Activities Completed:

Outlined below is a description of the specific activities that were undertaken by the City over the past year that document the City has met the measurable goals associated with this BMP.

Date	Description	Contact Person (if different than responsible person)
I hereby certify that the above activities were completed.		
Signature of I	Responsible Official Title	Date

MS4 Name: City of Edina

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1c-6

\*BMP Title: Education Program: Pollution Prevention/Good Housekeeping for Municipal Operations

### \*Audience(s) Involved:

City staff involved in public works projects, construction projects

#### \*Educational Goals for Each Audience:

The goal of this program is to introduce BMPs and develop an understanding of the SWPPP among City staff

#### \*Activities Used to Reach Educational Goals:

The City will provide training opportunities for City staff in erosion control, best management practices, good housekeeping, and pollution prevention. These may include but are not limited to: Mn/DOT erosion control certification, SWPPP workshops, and BMP workshops.

#### \*Activity Implementation Plan:

This activity will begin in 2006 and continue annually through the expiration of this permit, May 31, 2011. the City will provide a minimum of one training opportunity and document the number of training sessions and the number of participants in attendance.

#### \*Performance Measures:

The City will document the number of training sessions and the number of participants attending. The success of this BMP will be achieved through training and/or certifying all applicable City staff within three years of the individual's hire date.

#### \*Responsible Party for this BMP:

Name: Wayne Houle

Department: Public Works Director/City Engineer

Phone: 952-826-0443

E-mail: whoule@ci.edina.mn.us

<sup>\*</sup>Indicates a REQUIRED field. Failure to complete any required field will result in rejection of the application due to incompleteness.

# **Responsible Person:**

Name: Wayne Houle

Title: Public Works Director/City Engineer

Phone: 952-826-0443

E-mail: whoule@ci.edina.mn.us

# BMP ID No. 1c-6 Education Program: Pollution Prevention/Good Housekeeping for City Operations Record of Activities Completed:

Outlined below is a description of the specific activities that were undertaken by the City over the past year that document the City has met the measurable goals associated with this BMP.

Date	Description	Contact Person (if different than responsible person)	
I hereby certify that the above activities were completed.			
Signature of Responsible Official Title Date			

MS4 Name: City of Edina

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1d-1

\*BMP Title: Coordination of Education Program

#### \*BMP Description:

The City will continue to coordinate the educational program with City departments, cities, local organizations, state agencies, and other outside organizations to develop, present, and distribute the most up-to-date stormwater pollution prevention information available.

Location(s) in SWPPP of detailed information relating to this BMP:

Index Page 1: BMP ID No. 1a-1, 1b-1, 1c-1, 1c-2, 1c-3, 1c-4, 1c-5, 1c-6. Public Education & Outreach

#### \*Measurable Goals:

The effectiveness of this BMP will be evaluated a minimum of once annually. Success of this BMP will be in achieving and/or identifying modifications to the educational program, as defined in 1a-1, 1b-1, 1c-1, 1c-2, 1c-3, 1c-4, 1c-5, 1c-6.

#### \*Timeline/Implementation Schedule:

This activity will begin in 2006 and continue annually through the expiration of this permit, May 31, 2011, or as specified in 1a-1, 1b-1, 1c-1, 1c-2, 1c-3, 1c-4, 1c-5, 1c-6.

#### **Specific Components and Notes:**

#### \*Responsible Party for this BMP:

Name: Wayne Houle Jennifer Bennerotte

Department: Public Works Director/City Engineer Communications Coordinator

Phone: 952-826-0443 952-832-6063

E-mail: whoule@ci.edina.mn.us jbennerotte@ci.edina.mn.us

#### **BMP Summary Sheet Page 2**

<sup>\*</sup>Indicates a REQUIRED field. Failure to complete any required field will result in rejection of the application due to incompleteness.

#### **Responsible Person:**

Name: Wayne Houle Jennifer Bennerotte

Title: Public Works Director/City Engineer Communications & Marketing Director

Phone: 952-826-0443 952-833-9520

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# BMP ID No. 1d-1 Coordination of Education Program Record of Activities Completed:

Outlined below is a description of the specific activities that were undertaken by the City over the past year that document the City has met the measurable goals associated with this BMP.

Date	Description	Contact Person (if different than responsible person)
I hereby certify that the above activities were completed.		
Signature of I	Responsible Official Title	Date

MS4 Name: City of Edina

Minimum Control Measure: PUBLIC EDUCATION AND OUTREACH

**Unique BMP Identification Number:** 1e-1

\*BMP Title: Annual Public Meeting

#### \*BMP Description:

The City will host an annual public meeting to distribute educational materials and present an overview of the MS4 program and the City's SWPPP. Oral and written statements will be received and considered for inclusion into the SWPPP by City staff.

Location(s) in SWPPP of detailed information relating to this BMP:

Index Page 1: BMP ID No. 1e-1 Annual Public Meeting – Record of Activities Completed

#### \*Measurable Goals:

The City will host an annual public meeting and record the number of attendees at the public meeting, all comments received, and responses to each comment in the record of decision. The effectiveness of this BMP will be measured by the number of residents who attend the annual public meeting. The success of this BMP is defined by the public's increased awareness about stormwater pollution and the MS4 program. This goal will be met by hosting one annual public meeting per calendar year.

#### \*Timeline/Implementation Schedule:

This activity will continue in 2007 and annually through the expiration of this permit, May 31, 2011.

#### **Specific Components and Notes:**

Specific topics most requested and/or discussed will be expanded for discussion on the City's stormwater website and/or at the next scheduled annual public meeting.

#### \*Responsible Party for this BMP:

Name: Wayne Houle

Department: Public Works Director/City Engineer

Phone: 952-826-0443

E-mail: whoule@ci.edina.mn.us

<sup>\*</sup>Indicates a REQUIRED field. Failure to complete any required field will result in rejection of the application due to incompleteness.

# **Responsible Person:**

Name: Wayne Houle

Title: Public Works Director/City Engineer

Phone: 952-826-0443

E-mail: whoule@ci.edina.mn.us

# BMP ID No. 1e-1 Annual Public Meeting Record of Activities Completed:

Outlined below is a description of the specific activities that were undertaken by the City over the past year that document the City has met the measurable goals associated with this BMP.

Date	Description	Contact Person (if different than responsible person)
I hereby certify that the above activities were completed.		
Signature of I	Responsible Official T	itle Date